

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017 SESSION

BBS2844 – BUSINESS & SOCIETY
(Distance Education)

13 October 2016
9.00 a.m. – 11.00 a.m.
(2 HOURS)

INSTRUCTION TO STUDENT

1. This Question paper consists of **TWO (2)** pages with **4** structured questions only.
2. Answer **ALL** questions. The mark distribution for each question is given.
3. Please write all your answers in the answer booklet provided.

QUESTION 1

- a) Discuss why ethics has become the focus of many business decision makers.
(12 marks)
- b) Briefly explain four (4) of the primary stakeholders in terms of the business environment.
(13 marks)

QUESTION 2

- a) What is corporate governance? Consider what steps a business can take to practice good corporate governance.
(15 marks)
- b) Discuss why is it important for the government to regulate business?
(10 marks)

QUESTION 3

- a) The central questions in employment relations are privacy, safety, and health, presented in terms of employees' rights. Discuss the underlying assumption why all organisations should provide as many of these rights as possible.
(13 marks)
- b) Discuss why is advertising to children particularly troubling in relation to ethics?
(12 marks)

QUESTION 4

- a) Environmental awareness and corporate social responsibilities (CSR) generally complement each other in the context of business integration with the society. Provide three (3) examples of CSR commonly practiced by companies to preserve the environment.
(12 marks)
- b) Information technology today has become an important part of everyday life. Discuss some of the ethical challenges that information technology presents to the business and society.
(13 marks)

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